



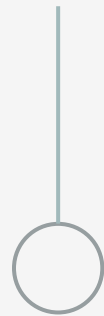
AUSTRALIAN
COTTON

WORLD COTTON DAY

7 OCTOBER 2023

Cotton Australia would like to acknowledge the traditional custodians of the land on which we live and work and pay our respects to Elders both past, present and emerging.

A c k n o w l e d g e m e n t o f c o u n t r y



WHAT IS WORLD COTTON DAY?

World Cotton Day is celebrated on 7 October 2023, and it is a day to highlight the qualities and importance of a natural fibre that benefits more than 100 million families across 75 countries and 5 continents.

World Cotton Day celebrations acknowledge the positive impact of cotton highlighting its vital role in communities and the economies worldwide.

The World Cotton Day initiative is managed by the [International Cotton Advisory Committee](#), in partnership with the United Nations and the World Trade Organisation.

Just as cotton is important across the globe, it's significant also in Australia, which is why we are inviting you to celebrate World Cotton Day with us.



WHY DO CONSUMERS LOVE COTTON?



Natural properties

Cotton is a natural fibre that grows on a plant. Cotton biodegrades quickly because it is made of cellulose, an organic compound that breaks down fast in water and soils.



Comfort & Softness

Cotton is a soft, absorbent and breathable natural fibre. It is also hypoallergenic, making it a fantastic material for clothing and undergarments that are worn close to the skin.



Sustainable

In Australia, cotton is grown with the highest environmental and social standards, underpinned by science, impact data and the industry's myBMP - Best Management Practices program.



Supports Communities

More than 90% of Australia's cotton farms are family owned. Most cotton farmers contribute to their communities by buying local, volunteering and supporting community events.

A close-up photograph of cotton bolls on a branch, with a dark semi-transparent text box overlaid in the center. The background is a soft-focus field of cotton plants under a clear sky.

“Supporting World Cotton Day is an easy way to connect your customers with Australian cotton farmers”



HOW CAN YOUR
BRAND PARTICIPATE?

Social Media

Website & digital content

Brand advocacy

Front of store

S O C I A L M E D I A | W E B S I T E & D I G I T A L C O N T E N T



Post on your social platforms about World Cotton Day and make sure to tag Cotton Australia. Here are some text suggestions:

Example 1: Happy #WorldCottonDay

Today we celebrate Australian cotton farmers and the amazing sustainable cotton they grow. Since 1992, Australian cotton farmers produce a bale of cotton using: 52% less water, 34% less land, 97% less insecticides.

Example 2: Did you know today is #WorldCottonDay

Today we stand with our Australian cotton farmers, their communities. Did you know almost one in three Australian cotton farmers are women!

Images and social media assets: [here](#)

More fun facts to add to your posts: [here](#)

Be sure to tag @auscotton #cotton #australiancotton #worldcottonday #cottonforgood

BRAND AVOCACY

Send your brand advocates a sample of your best cotton products and encourage them to post positive stories about cotton for World Cotton Day.

Be sure they tag @auscotton #cotton #australiancotton #cottonfabric #worldcottonday #cottonforgood





FRONT OF STORE

Gather your cotton garments and display them at the front of the store or in high customer traffic areas. Make sure to add one of our special signs to indicate you are supporting World Cotton Day!

Branding and logos assets: [here](#)

WHAT IS IN YOUR TOOL KIT?

[BRANDING & LOGOS](#)

Access to campaign assets to build your own banners and posters for your World Cotton Day celebration.

[IMAGES & SOCIAL MEDIA ASSESTS](#)

Access to a variety of approved campaign images and online social media pictures to support your campaign.

[DATA DASHBOARD](#)

Use the industry's data dashboard platform to source additional facts and information for your campaign.

[Access the Toolkit here](#)





AUSTRALIAN
COTTON

FOR MORE INFORMATION

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